



Retailers

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News Just For



2003 Kentucky Crafted Top Retailers

Pictured above from left to right are this year's top retailers, honored on Friday, Feb. 28, at this year's Market: Top Out-of-State Retailer to Don Wallace with Forever Resorts, Scottsdale, AZ; Top Kentucky Retailer to Mimi Deandeneau with Appalachian Fireside Gallery, Berea; Top State Park Retailer to Carol Bernard with Lake Cumberland State Resort Park, Jamestown; Top Pride of Kentucky Food Retailer to Emily Greenwell with My Old Kentucky Home State Park, Bardstown; and Fran Redmon, program director for Kentucky Craft Marketing Program.

Retailers are nominated for these annual awards by juried participants of the KCMP. Criteria for the awards include demonstrating good business practices, previous attendance at The Market, and attractive display of Kentucky Crafted merchandise. The retail awards are co-sponsored by the Kentucky Department of Agriculture and the Kentucky Retail Federation. In addition to the framed award signed by Governor Patton, the winners receive \$250 in promotional support and a cash award. Congratulations to all the winners.

2003 TOP RETAILER AWARDS

"Kentucky Crafted" Nominees

Kentucky

American Saddlebred Museum
Ann Greely Interiors
Appalachian Fireside Gallery
Artique
The Cozy Corner
Kentucky Derby Museum
Kentucky Museum Store
kyvirtual.com
*Log House Craft Gallery
Paradies Shops- Louisville Int'l Airport
Patti's 1880's Settlement
*True Kentucky

Lexington
Lexington
Berea
Lexington
Whitesburg
Louisville
Bowling Green
Frankfort
Berea
Louisville
Grand Rivers
Glendale

Out-of-State

Art Cats Gallery
Biagas Gallery
Clarksville Pottery & Galleries
Décor International
Forever Resorts, LLC
Gallery One Pottery
The Gardener
Grovewood Gallery
The Longaberger Company
Masterpiece Crafts Gallery & Garden
The Sassafrass, Inc.
**Southern Hands

Muskegon	MI
Detroit	MI
Austin	TX
Boston	MA
Scottsdale	AZ
Sanford	NC
Berkeley	CA
Asheville	NC
Newark	OH
Marlton	NJ
Nashville	IN
Highlands	NC

Kentucky State Parks

**Cumberland Falls State Resort Park
Lake Cumberland State Resort Park
My Old Kentucky Home State Park
Natural Bridge State Resort Park
*Rough River Dam State Resort Park
White Hall State Historic Site

Corbin
Jamestown
Bardstown
Slade
Falls of Rough
Richmond

** Previous Top Retailer Award Recipient*

*** Hall of Fame Retailer*



Attendees at this year's Buyers Breakfast at The Market listened to details about this exciting new association just for retailers of American crafts from Lynn Allinger, guest speaker and owner of the very successful Craft Co. #6 gallery in Rochester, NY. In addition to being this year's booth judge at the Market, she is also one of the founding members of C.R.A.F.T.

Founded in 2002, the Craft Retailers' Association for Tomorrow's goal is to promote awareness of American made craft through marketing, networking, education, and communications programs. The Association also hopes to serve as the voice of the industry through legislative efforts, participation in standard setting organizations and distribution of industry information.

The Association's members represent some of the finest artists/craftspeople in the United States. A membership application can be downloaded from the Association's website: www.craftonline.org. C.R.A.F.T.'s national headquarters are in Philadelphia. For additional information, call 215-584-3484.



CRAFTS IN FOCUS: Designer Baskets, Inc.

Kentucky Business Introduces New Packaging Idea for Crafts

Derek Downing of Designer Baskets, Inc., a line of unique handcrafted baskets made in Lexington, announces the introduction of mini baskets in a box. Baskets in a box are miniature versions of Designer Baskets, Inc.'s full scale products, attractively packaged in a clear gift box. The new basket boxes are actually miniature versions of Derek's original designs, and each are signed and dated. This innovative new way of selling a handmade product was inspired and made possible through the Product Development Initiative being coordinated by the Kentucky Craft Marketing Program (KCMP). Derek received a \$500 grant through the Program to assist in his packaging efforts.

Derek Downing, creator of this new concept, has been developing award-winning products for Designer Baskets, Inc. for more than ten years. After observing his mother make several baskets, Derek took her extra materials and taught himself how to weave. Since then, his work has appeared in galleries and stores throughout the United States. Derek is also a vendor in the Kentucky Collection.

The baskets retail for \$ 18.00 and \$ 24.00. For more information about Designer Baskets, Inc.'s products, please contact Derek Downing at (859) 252-3499 or derek@moderndetails.com.

The product development grants are available to juried participants of the KCMP and the KAC Visual Arts at the Market Program. While the craft or art business must complete the application, retailers are encouraged to discuss ideas for new products with them. For more information about the grants, contact Nancy Atcher (ext. 4816) or Vallorie Henderson (ext. 4811)

New York, New York!

Look for us there! Twice a year over 45,000 attendees from around the world search through the 2,900 booths, hoping to find the latest trends and the most sought after gifts for their catalogues and retail establishments. The Kentucky Craft Marketing Program has been exhibiting here since 1985. This biannual wholesale show is produced by George Little Management, LLC and occupies over 600,000 square feet in the Jacob Javits Center. The dates for this summer's show are August 9-13, from 9 a.m. until 6 p.m. each day.

KCMP's booth is a double wide endcap, #5304/5403, located in the Handmade Section. In our booth this summer, we will feature the **Platinum 10**, a pilot project of the Product Development Initiative, first funded by Kentucky Legislators in 2000. The 10 Kentucky craft businesses that were chosen to participate in the project applied to the Program in the winter of 2002 and were selected from 20 applicants.

The goal of the project is to aid in the development of new products that respond directly to a specific retailer's needs or current market trends. Each participant was given a \$500 grant to develop 6-12 new products that can be featured as a collection in the KCMP's NY booth. Criteria for products to be featured in New York are newness, quality, reliability, salability, and coherence. This criteria was established by a national consultant and Craft Marketing Program staff.

Congratulations to the Platinum 10 and please look for them in the CMP booth, if you attend the New York International Gift Fair. They are: **Gastineau Jewelry, Berea; Judy By Hand, Tollsboro; The Weavery, Lexington; Natural Accents, Park City; Shirley Jeter Watercolors, Lexington; Alley Cat Pottery, Richmond; Heartland Basketry, Elizabethtown; Berea College Crafts, Berea; Watson Studios, Alexandria; and SoapWerks, Paris.**



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MEET THE RETAILER: Completely Kentucky

Located in a carefully restored 150 year-old building in downtown historic Frankfort, Completely Kentucky is proud to offer the work of over 450 of Kentucky's best artisans. Owner Ann Wingrove and her partner, Ken Bates, opened the store in 1990. The number of part-time employees varies from seven during the year, to 12 or 15 at Christmas. Almost all of the buying for the store is done by Rene' Siria, who has been with the store for over 10 years. Every item in the store is made by one of Kentucky's finest craftspersons, artisans or cooks.

The winner of Craft Marketing's Top Retailer award for two years in a row, Completely Kentucky has now been retired from the competition for this prestigious award. From traditional to contemporary, functional to decorative, fine art to funny, it can be found at Completely Kentucky. Call 800- 457-1990 for the store hours, or visit their web site at completelykentucky.com.

